



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION (PAS)
NOTICE OF FUNDING OPPORTUNITY (NOFO)**

Funding Opportunity Title:	Accelerating Social Entrepreneurship in Ethiopia (ASE) 2021 NOFO
Announcement Type:	Open Competition
Funding Opportunity Number:	AFADD-21-02
CFDA Number:	19.040 – Public Diplomacy Programs
Date Opened:	July 26, 2021
Closing Date:	August 26, 2021
Total Amount Available:	\$40,000

Executive Summary

The Public Affairs Section (PAS) of the U.S. Embassy Addis Ababa, through its American Spaces Ethiopia (ASE) program is pleased to announce an open competition for non-governmental, non-profit organizations, civil society organizations and academic institutions to support the growth of the social entrepreneurship movement in Ethiopia. This announcement outlines our priority areas, expected outcomes and the procedures for submitting funding requests. Please read this document carefully and follow all instructions. **This notice is subject to availability of funding.**

Priority Regions:

Addis Ababa, Bahir Dar, Dire Dawa and Jimma. Applicants must have the license to operate in these priority regions.

A. PROGRAM DESCRIPTION

Background Information:

As committed supporters of Ethiopia's continuous economic growth, this NOFO aims to invest in creating future social entrepreneurs and furthering their capacity and capabilities. Social entrepreneurs are startup small-to-medium-sized enterprises with social-mission driven business models. Vital to Ethiopia's economic growth, these enterprises typically use innovative, entrepreneurial tactics to develop impactful solutions to address social and environmental issues ranging from poverty alleviation to health and education inequity to climate change and other pressing social problems.

ASE is interested in awarding grants to organizations with concrete, feasible and measurable approaches that can support the continued growth of the social entrepreneurship movement in Ethiopia with as many of the following elements:



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- A development of a targeted* accelerator program that will cater to previously underserved populations in areas where little or no training is available, offering training content that will teach critical skills for refining and scaling up social businesses
- Conduct a competition, and identify the most impactful business ideas and support with equitably with seed money grant if needed
- Establishment of a network of social entrepreneurs that can serve as a platform to transfer and share skills and resources
- A sustainable mentorship programs
- Conducting impact analysis or program monitoring and evaluation

All proposal activities must take place in the priority regions and in any of the U.S. Embassy public engagement venues called American Spaces Ethiopia (ASE).

Interested organizations must be able to demonstrate their capacity to receive and manage grant funding, plan and facilitate training and events, and successfully engage with entrepreneurs. ASE also requires that all programming to be non-discriminatory and expects implementers to include strategies for integration of individuals/organizations regardless of religion, gender, disability, race and ethnicity. Additionally, all proposals submitted **MUST** include a contingency plan in the event of lingering COVID19 health restrictions.

A grant committee will select the implementing partner based on the merits of each proposal, assessing organizational capacity, and prior grant experience. The selected implementing partner will be announced in August- September 2021.

Participants and Audiences:

The target audience or target beneficiary of this program must be High School and University Students, aged 35 or under, headquartered in the priority regions specified and beyond. Programs must also have 50% or more female beneficiaries.

B. FEDERAL AWARD INFORMATION

Length of performance period:	12 months
Number of awards anticipated:	One to two awards (depending on program amounts)
Award amounts:	Awards may range from a minimum of \$10,000 to a maximum of \$40,000:
Type of Funding:	FY21 Smith Mundt Public Diplomacy Funds
Anticipated program start date:	October 2021

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Funding Instrument Type: Cooperative Agreement

This is a Cooperative Grant Agreement. It requires the involvement of the Public Affairs Section/American Spaces Ethiopia program team of the Embassy. The Embassy will be involved in the coordination and planning schedule of the activities, selection of participants, implementation of the program, and impact analysis and evaluation.

Program Performance Period: Proposed programs should be completed in **12 months**.

The Department of State will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The following Ethiopian organizations are eligible to apply:

- Not-for-profit organizations, including think tanks and civil society/non-governmental organizations
- Public and private educational institutions
- Public International Organizations

Individuals and for-profit or commercial entities are not eligible to apply.

2. Cost Sharing or Matching

Not essential but welcomed

3. Other Eligibility Requirements

Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Concept Note Forms and other information are available at <https://et.usembassy.gov/>.

2. Content and Form of Application Submission



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Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required for the first round of consideration**:

Mandatory proposal no more than 10 pages long:

The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.



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- **Program Monitoring and Evaluation Plan:** This is an important part of a successful grant. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- **Budget Justification Narrative:** use a separate sheet of paper to describe each of the budget expenses in detail.
- Please note that the grant includes funding start-ups which should be included in the proposal.

Please **do not** prepare or submit the following unless explicitly asked:

- SF-424 (*Application for Federal Assistance – organizations*)
- SF424A (*Budget Information for Non-Construction programs*)
- SF424B (*Assurances for Non-Construction programs*)

Required Registrations:

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>

NCAGE application: Application page here:

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

For NCAGE help from within the U.S., call 1-888-227-2423

For NCAGE help from outside the U.S., call 1-269-961-7766

Email NCAGE@dlis.dla.mil for any problems in getting an NCAGE code.



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Step 2: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto: <https://www.sam.gov>. SAM registration must be renewed annually.

3. Submission Dates and Times

Applications are due no later than August 26, 2021

Submission Information

1. Applications are due no later than August 26, 2021
2. All application materials must be submitted by email at AddisAmericanSpace@state.gov
Please copy MengistMG@state.gov on all submissions with subject line “**NOFO Application: Accelerating Social Entrepreneurship (ASE) 2021 – XXX Name of Company**”

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below.

Quality and Feasibility of the Program Idea – 25 points: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational Capacity and Record on Previous Grants – 25 points: The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Program Planning/Ability to Achieve Objectives – 15 points: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

Budget – 10 points: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.



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Monitoring and evaluation plan – 15 points: Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

Sustainability – 10 points: Program activities will continue to have positive impact after the end of the program.

BONUS points:

Cost Share – 5 points: Organizations who can share the financial burden of the project will be given extra points.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

3. Anticipated Announcement and Federal Award Dates

Applications that meet the basic criteria and are scored highly by the Grants Review Committee will be invited to participate in round two of the screening process. Organizations will then be asked to submit further details that are outlined above. We expect final funding decisions to be made by September 2021. Only organizations who are shortlisted will be notified via email.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation



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and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Payment Method: Payment will be effected on installment basis. First installment will be processed once the grant agreement is signed. Succeeding installments will be based on proposed activities timeline and/or completed milestones.

2. Administrative and National Policy Requirements

Terms and Conditions: Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, and the Department of State Standard Terms and Conditions which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>.

Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

Grantee is required to submit program and financial reports within 30 days of completion of the overall program.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact: AddisAmericanSpace@state.gov or MengistMG@state.gov

Note: We do not provide any pre-consultation for application related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed.



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H. OTHER INFORMATION

Guidelines for Budget Justification

- **Personnel and Fringe Benefits:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.
- **Travel:** Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.
- **Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.
- **Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.
- **Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.
- **Other Direct Costs:** Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.
- **Indirect Costs:** These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.
- **“Cost Sharing”** refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.
- **Alcoholic Beverages:** Please note that award funds cannot be used for alcoholic beverages.